

## PLEASE READ THIS CAREFULLY

People of our section have worked too hard, sacrificed too much to fix up their homes and apartments - only to see their investments go down the drain. The people must be given the benefits due them from the people THEY elect.

As a resident of the South Ward, you have been "short changed" for the past four years by your present Councilwoman. The people in our Ward deserve and are entitled to full-time representation. Lee Bernstein has pledged himself to work for all the peoples' interests.

Lee Bernstein believes in getting a dollar's worth of service from the city and its officials for every tax dollar taken from your pocket.

He has worked for you for the past four years without being Councilman, think of the job he can do for you as your South Ward Councilman.

Protect yourselves and all you hold dear.

Remember that Bad Officials are Elected by good people who do not vote - So Vote on May 8th...and Vote C-25.

## Lee Bernstein Candidate For South Ward Councilman And His Family

### FACTS ABOUT LEE BERNSTEIN

- Born and raised in the South Ward
- Graduate of Bergen Street, South Side High School and Rutgers University. Lee has a B.A. degree in Government Administration.
- A veteran of the Korean War Lee holds the reserve rank of First Lieutenant.

#### LEE HAS AN OUTSTANDING CIVIC RECORD

- Former President of the Weequahic Community Council
- Former Vice-President, Associated Community Councils of Newark
- Chairman of the "Keep 72 Action Committee to save our houses"
- Co-Chairman, Citizens Traffic and Safety Committee fighting unreasonable and illegal parking regulations
- Member, Youth Evils
- Member, South Ward Boys Club
- Member, Newark Branch N.A.A.C.P.
- Former teacher, Weequahic Adult School
- Lecturer before clubs, religious, business, professional teenage and young adult groups.
- Managing Editor, Weequahic Community Press



From left to right: Mrs. Rose Bernstein, her mother, Lee, his wife Emelya and daughters Ellen, 4 months. Susan, 3 years.

## SOUTH WARD NEWS-O-GRAM

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## Bernstein's Platform

1. Create an Advisory Board of Residents representing all blocks and areas of the South Ward, to discuss, prior to each council meeting, matters in the City Council agenda.
2. The formation of a committee on Education to advise the Councilman on all matters pertaining to education and to:
  - a) Work for new schools with playgrounds.
  - b) Provide that all children have proper textbooks and other essential materials as required in their learning.
  - c) Improve the standard of education in all schools, so that all children will have an equal opportunity.
  - d) Work for and secure a higher business program.
3. To ensure that Route 10 does not come through the Westgate area.
4. Introduce legislation to reverse the city's position on the proposed industrial area in Clinton Hill.
5. To ask Bernstein willing to construct two middle-income housing—\$60 per month per month in the South Ward.
6. Introduce legislation to bar real estate block housing that will prevent and subdivide neighborhood.
7. Negotiate with the traffic and parking patterns to benefit the residents rather than the adjacent areas.
8. Work to guarantee that the elected officials will not come there just as they did when the last election. Therefore to reduce the present council salaries by 1000 per year.
9. Work for all street shopping parking for Bergen Street and Commercial Avenue.
10. Move to remove nightclubs parking (2 A.M. to 4 A.M.) on both sides of Lytle and Commercial Avenue.
11. For both vacant land in the South Ward for playgrounds and sitting areas for our use and our senior citizens.

## On Lots For Tots

Lee Bernstein, South Ward leader against his opponent, Councilman Sophie Cooper of conceding that she has neglected her duty to the people of the South Ward for the last four years.

Entering to her statement on "lots for tots," Bernstein said, "she has not admitted through her own press releases that she has nothing to offer the people and furthermore has not followed the wishes of those very same constituents in the past."

Bernstein told the "lots for tots" this was suggested in the Councilman two years ago by the Westgate Community Council. She turned down the plan project on Bergen Avenue by introducing the land for lots of the City Council meeting. If she is serious she would only to introduce the necessary bill to remove all the next Council seat.



Empty City-owned lots, as shown above, can be made useful for the residents of our neighborhood. Berneville Park is for the way or should much for many of the South Ward, but no many residents. "Bring the parks to the people, especially to the elderly and young mothers and their children."

slightly because an arbitrary placement of "lots for tots" has been placed upon their neighborhood.

"There is no question that some property within the industrial area must be used or rehabilitated but no question when, where a decent contract all South Ward use the same. The answer is reasonable and realistic."

Bernstein, continued, "A city has an inherent obligation to its residents to protect and preserve the properties and rights of its citizens. How did this area become neglected in the first place?"

"It is inconceivable that a railroad open South before the term of the century could make the proposed industrial site the best location on the entire coast for light industrial installation. 'If this is the case why has this area been overlooked by so many industrialists since before the term of the century?'"

Also, Bernstein noted reduction of productivity of the proposed industrial area in Port Newark and Newark Airport, and added, "there are many areas of undeveloped land in that area that could be utilized for industrial purposes, with even better productivity to transportation facilities and wider marketing possibilities. The one



## "They Can't Do This To Us!"

Lee Bernstein, at a recent gathering at the home of Mr. and Mrs. Scherwin, 233 Lehigh Avenue, stated that the people of the South Ward have been treated like "second class citizens" for the last four years. Bernstein said, "We have been left out of the outside while others have reaped the benefits of the high house paid by our people in this ward."

"We certainly should have had the polls, creating rules, parks for our tots and aged, parking lots for our merchants and other many benefits that we if we were represented in the city council by a competent representative."

Bernstein noted the values of the residents to consider his record of leadership in the ward and other civic problems in the South Ward as a basis for his bid for election.

## On Government

Lee Bernstein has stated, "One of the biggest problems facing us in the city today is the lack of contact between the elected officials and the people they represent."

"I suggest that since the people actually are the government they should be consulted concerning the problems that confront them." Bernstein stated, "My stated position calls for the creation of an advisory board of residents of the South Ward to discuss prior to each council meeting matters in the council agenda. This would aid in providing a truly representative form of government."

## A Report To The People

Dear T'people,

The question has been asked as to why I have taken so active interest in the forthcoming municipal election for South Ward Councilman.

Here is my answer... I live, work, worship and have children attending schools in the South Ward. As a citizen

and a member of the community, I feel an obligation to work for better government and those leaders who will do for the people of this community.

During the past few years I have seen our elected official to the City Council, through well advised and aware of the needs of the neighborhood, adopt all bills, acts of indifference and complacency.

Such problems as adequate street lighting, parking and road conditions, improved refuse collection and facilities, parks for tots and other citizens, all these and numerous other community needs, which other sections of the city have received, have been totally ignored by the South Ward.

I believe that when an elected official assumes the responsibility of his or her terms, obligation to the people who vote them into office, they must REGARD them as a sacred trust and work constantly to fulfill this trust.

When elected officials do not measure up to the standards required of them, then I feel the people have the right to express their dissatisfaction by voting for a change.

## On The Factory Plan

Lee Bernstein, as president of the Westgate Community Council stated his opposition to the proposed Newark Industrial Park which is to be partly located in the Westgate section. The widespread and emotional problems that would befall the residents currently residing in the target area would be insurmountable, he said, not only

but he, the already mentioned President by the thousands of supporters or sponsors leads not to such serious questions.

"A City is made up of people not only of child and mother, and although industry is essential to industrial existence, the welfare of the individuals must come first."

"Many residents of the targeted industrial area are people

who have been displaced about 100 years ago and are in an area. Some have been fortunate enough to purchase their own homes, at the expense of their life savings, in a quest to improve their living conditions. These people would be forced to move from their newly purchased or rented apartments, other comfortable neighborhoods,

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# A Community Report TO YOU...THE VOTER

## On Police Protection

Addressing the Bureau Session on April 4, 1962, Lee Bernstein called for immediate action to provide effective police protection for the residents and citizens of Newark.

Bernstein stated, "The recent slaying of a Negro B. man-child is another tragic example of the lack of determined action on the part of elected officials to protect the people from such heinous crimes that are now engulfing our every day lives."

## On the Condition Of Newark

At a meeting held at the home of William Holmes, his campaign coordinator, Lee Bernstein, said, "It seems to be an admission from an elected official that everything is not rosy in Newark." He refused to be a Ministered man by his opponent, Mrs. Stephen Cooper, when she called for a commission to inventory Newark with flowers and referred to the City's "polished complexion."

Bernstein said, "Our City needs a lot more than flowers around office and public buildings. One must only go in to many of our residential areas to see the squalor that is developing because they have been neglected for as long by the elected officials." Bernstein continued, "What we need is middle income housing for our people, better schools for our children, a police that take real action for their job duties and above all, elected people that will represent the true interests of all our citizens."

## ON ROUTE 78

Lee Bernstein has called upon his opponents for a public debate on the Route 78 question. Bernstein said, "It has been several weeks since our challenge was issued, and nothing has happened." He continued, "It is assumed that the people of this Ward know the lack of action that the Councilwoman and others have taken on behalf of the people to keep the highway out." Bernstein, in referring to his opponent, said, "The Councilwoman and others have taken credit for a great deal, but when we ask for specific information, we get no response."

"I have authorized my Campaign Committee, William Holmes, and George Eubank, Chairman of my Subcommittee, Councilman, to make contact with all opponents to arrange a public debate on this issue. We hope that they will accept before May 1st, Election Day."



Pennon Avenue, one of our best residential streets looks like this at the corner of Bergen Street, by the dozens of flowers that may bloom. Are you paying taxes for this? The Councilwoman doesn't seem to care.

## On City Services

At a recent meeting attended by many of our leading businessmen, Lee Bernstein, pledged his concerted effort to coordinate the services of the city and county. Both fathers are to cleaning and maintenance of streets and roads that come under the jurisdiction of both agencies must be clearly defined so that the present conditions of neglect can be corrected.

Many of the streets in the South Ward have been thoroughly neglected. They haven't been cleaned in months, nor have they been repaved. Bernstein further asserted that the cooperative and continuing no parking signs now on these roads have only created more headaches and inconvenience to the residents and business people of our Ward. Bernstein stated, "There signs are a hassle and a road sign at the expense of the taxpayer since they have accomplished nothing constructive for the benefit of the community."



## THE COUNCILWOMAN'S ABSENTEE RECORD

On March 13, 1962 THE NEWARK NEWS published a statement by South Ward Council Candidate Lee Bernstein which indicated that Mrs. Cooper "was absent 35 times, or 35 per cent of the time, at 33 regular and special Council meetings between July, 1958, and December 31, 1961."

The Councilwoman, Mrs. Cooper, on April 3, 1962, declared that in the last 4 years she missed "only 5 public meetings, said, that she attended more than 80% of the Council sessions."

These were the times she was absent-most times.

1958	1959	1960	1961
Aug. 26	Mar. 18	Jan. 6	Jan. 18
Sept. 9	Apr. 1	Jan. 8	Jan. 23
Sept. 17	Apr. 11	Jan. 28	June 3
Oct. 1	May 7	Apr. 28	Oct. 18
	May 12	May 4	
	May 20	May 12	
	June 3	June 1	
	Nov. 4	June 7	
	Nov. 12	June 13	
	Nov. 22	Oct. 15	
	Dec. 3	Dec. 12	
	Dec. 16	Dec. 30	
	Dec. 28		

## TOTAL MEETINGS

1958 — 35; Present 13; Absent 4  
1959 — 38; Present 13; Absent 12  
1960 — 28; Present 18; Absent 12  
1961 — 25; Present 21; Absent 4

**TAXES! TAXES! TAXES!**  
Nothing But Higher Taxes!  
... Up 12 Points!  
What Have We Got  
To Show For It?  
Who Is Responsible?



Mister — Do Something About It!

Lee Bernstein, expressed concern over the enormous tax increase for Newark residents. Bernstein stated that a complete study and comprehensive plan of action must be adopted to insure that any difficulties now present in our municipal government which has not been able to provide credit for education, properly maintain, and increase from the community toward the state.

## On Salary Increases

Lee Bernstein, called upon his opponent to publicly state his position regarding another Council pay increase after the coming election. Bernstein said, "I am concerned to the people of this Ward that in order to retain the Council's salaries in the original \$60,000 per year in was reduced by the charter which the citizens changed to Council Mayor three of government." He reacted the efforts made by Mrs. Cooper immediately after she was elected in 1958, the reduction in ordinance to raise her pay to \$40,000 per year. It was only after Councilwoman that she settled for \$40,000 salary including other expense account.

Bernstein said it is false to believe that higher salaries attract better qualified people. "This has not been the case in the past four years in the South Ward," he said, and urged the residents of the Ward not to make the same salary raise. He appealed for better judgment in the choice of a representative from the South Ward.

## On Education

Lee Bernstein, speaking on education, at a gathering of P. T. A. members, at his home, said that he has found that many schools in the South Ward are lacking in up-to-date textbooks and workbooks. He said, "Some of the books being used by the students date back to 1941 and should have been discarded because outdated and lacking methods have changed."

He charged that in some schools, workbooks are used from term to term and children are not allowed to write in them. In cases where they are allowed to write in them, they are returned as one of the tests for use by future classes."

"It is charged where we do not pay in this city, paying the high taxes we do, have to accept this is place of proper handling materials for our students. It is no wonder that in a good number of these children in the 6th grade are unable to read third grade books."

"We must act immediately to

## On Real Estate

Lee Bernstein has constantly urged that real estate houses operating in the city of Newark increase disclosure and transparency when selling "We Sale" signs to a neighborhood.

Bernstein pointed out that several houses here, as a result of speculation, pointed and the signs after sale mean shabby South Ward neighborhoods. He said, "The real estate profession has always been looked up to for its distinguished service to various communities. Let us have just another look to see how they feel about the city where the sale and protect the real estate."

In closing, Bernstein said a city ordinance which forbids the placing of "We Sale" signs in front of homes and other residential neighborhoods, and urged that it be real estate that cannot afford to operate within the confines of the law that the city enforce the rule and protect the real estate.

He said that the proper solution is that when they go to sell the world they sell at least be in a competitive position to succeed."

## On Parking Restrictions

Lee Bernstein, called upon the Essex County Board of Freeholders to charge the residents that they illegally passed prohibiting parking on Lyons and Chancellor Avenues between the hours of 2:00 A. M. and 6:00 A. M. Bernstein said, "There are little or no off-street parking facilities available in the area to the residents and, consequently, this creates undue hardship upon these people, most of whom live in apartment houses in the area."

Bernstein said, "The signs are not prohibiting the parking, and the police were enforcing them but have stopped doing so for the time being because of the pressure put on by the residents and the pressure of the increasing traffic." Bernstein raised the question, "What will happen to the residents after they go to work, in all probability, commuters will again be taxed? I implore Commissioner Cappel, if she is sincere, to appear directly to the Board of Freeholders to change the law now."



The present parking restrictions on Chancellor and Lyons avenues have caused serious safety hazards for apartment house people who have to walk long distances at night because they can't park where they live. What did the Commissioner do for the people?

Typical examples of parking signs installed on Lyons Ave. What would you do?



## ON EMPTY PROMISES

Lee Bernstein, speaking at a dinner for Bernstein early, charged the Commissioner carries around a large bag of promises and is again trying to dump them into the hands of the South Ward Voters.

Bernstein, referring to the Commissioner's magazine for the Port of New York Authority, conducted a sound study, said that studies have been conducted by the Authority prior to opening the airport to jets last year. Where was his voice then? Why wasn't he fighting them for the people of New York?

"As President of the Freeholders (Essex County Council) I want to New York's Municipal Airport with a resolution to set for ourselves what the noise problem was. We interviewed people and

reported back that if the jets were to take off and land over New York, the noise would be unbearable. The old saying, 'If the wine is sweet, the cork will be rotten' is a reminder to the City Council that, against the jet noise, instead of what is to be done."

Bernstein said, "It is bad enough when the elected representatives are making for four years, and even worse when the president to reduce that 'good work'."



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Think before you vote and consider Lee Bernstein C-25

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